

Community **Action** Dacorum

Brand Guide

2019 - 2020



Why?

Our Community Action Dacorum Brand Guide is a document that can be used to help to clarify and educate about our brand, organisation and charity. It is based on our vision, strategy, story, and mission, as well as our core values and beliefs.

It also illustrates internally and externally how we appear, how we want to appear and if someone else is using our logo as a partner or collaborator, we want them to use it properly.

How often have you seen squashed or distorted logos and thought to yourself "that could have been done better"?

This guide will show how we use our logos, font sizes, documents, online appearance and how to use our output in a printed format where necessary

Some of the things included will be :

Vision, Mission and Values

Name Badges

Business Cards

Letter Heads

Email Footers

Compliments Slips

Invoices

Templates for newsletters, certificates etc

How to make a poster that fits with our look and personality as a charitable organisation

Presentation Templates in Power Point etc



Our Vision:

Our Vision is for Community Action Dacorum to be recognised throughout our region as a leading provider of community services and projects of the highest quality, efficiency and value.

Our Mission:

Our Mission is to improve the quality of life and well-being of our community by working constructively with individuals and organisations to overcome the barriers they face.

Our Voice: One of the most important parts of getting our personality across is how we talk in public, how we are perceived via our website, how we are judged from our social media output and the language we use.

Our logos, for instance, instantly suggests our inclusivity; we need to match that look with how we speak.



Our Core Values and Beliefs:

We believe that Community Organisations play a vital role in an inclusive society.

We aim to achieve this by: -

- Listening to and respecting others' ideas and aspirations
- Giving everyone the right to equality of opportunity and the chance to make a contribution
- Committing to quality in all that we do and emphasising throughout our activities that quality matters
- Bringing people and organisations together to achieve more
- Encouraging the widespread participation of volunteers in the organisation and leadership of all our activities and Business Units
- Working always in an ethical and responsible manner
- Responding to the need for change in a timely and responsible way
- Seeking to develop new initiatives which address developing social needs

Handy Hint

Try using some simple keyboard short cuts that will speed up your processes. Try using the "Ctrl" key in combination with "C" to copy an item on screen. Ctrl+V to paste anything you have just copied. Ctrl +P to print. Ctrl+A to select everything on that page

Primary Logo

We should always endeavour to have our main CAD logo appear like this.



There will no longer be any lettering in the centre of the wheel.

When the CAD logo is on its own, the charity name will be around the outside as shown here.



If in black & white it may need to appear like this .



Please make sure that the aspect ratio of the shape is kept. i.e. do not compress or squeeze the logo to fit in with other logos, if it has to be in a box, this is fine but ensure the logo is always circular.



If you need to submit the logo artwork to a newspaper please use one of the monochromatic versions, as the rainbow wheel appears faded in the finish and depending on the angle looks as if part of our logo is missing



When you have imported an image into a document, to resize it, hold the shift key on the keyboard while you drag with your mouse. This way it maintains the aspect ratio of the image!

Secondary Logos

The secondary logos, or Services logos, have taken their shape from the main CAD wheel, in an attempt to unify our "Brand" as Community Action Dacorum.

As with the main logo, please do not distort the shape to fit an area. If you have any issues and need to be shown how to do this, just ask.

If you are using the Primary Logo and a Secondary logo together then just place them of an equal size, side by side (landscape orientation), or the CAD one first and the secondary next, i.e. CAD above, project directly below (portrait orientation)

Always put the CAD logo first. If you have a situation where you can only place one logo, then use the following which have been created specifically for this purpose.



Also think about space between the logos you use, don't ever overlap them or have them touching, this is especially true when you are displaying our logo with logos of our partners or funders. *more on this later



"Landscape" orientation



"Portrait"

There is a central storage space on the S drive, so you can all have access to the right logos. Look for the folders called Branding CAD 2020. There will also be an online storage arranged in due course.

This external HITS logo is for their use on their external paperwork etc so they can show that they are connected with CAD as a "trading" company.



Handy Hint

To help gauge the distance between logos and check they are aligned, select the objects first, then go to "FORMAT" at the top of the screen, then choose "ALIGN". A dropdown list will appear with choices of layout for what you currently have selected. This works on text boxes, images or shapes, anything you have on your editable page.

Use of external logos of partners, funders etc



As a general rule of thumb; If in doubt ALWAYS put their logo first, especially if they are international, as in the case of **Erasmus Plus**, who are not only international, but also one of our funders, the same goes for **HAFLS**,



Dacorum Borough Council



Herts County Council



As with our own logos, do not distort partner images or logos, as they will have guidelines and rules about this sort of thing in their own Branding Guides. If you use a particular Partner's logo a lot in your project's documentation, then please check on their usage policy which can usually be found on their website.

<https://www.armedforcescovenant.gov.uk/localauthorities/brand-guidelines/>

ROYAL LOGOS AND STANDARDS OF GOVERNING BODIES



*Thank you for all the
time you have
donated to CAD
This award is for all
our volunteers*

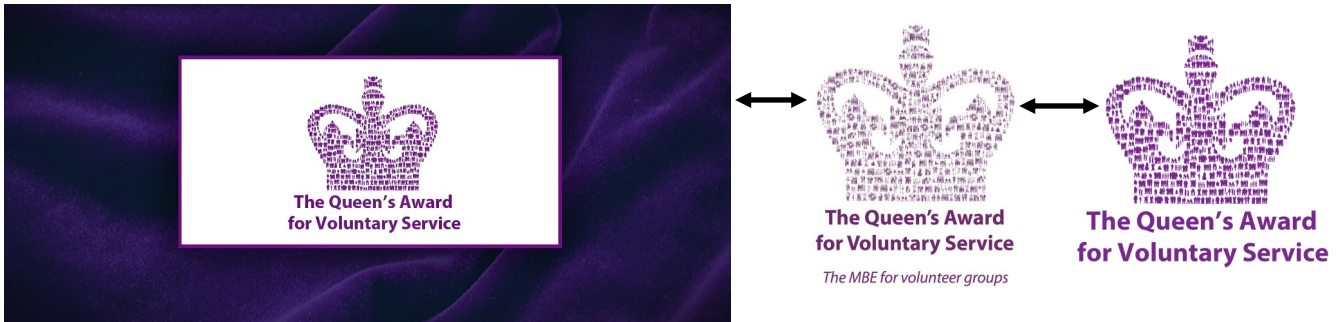


You may have noticed that when we won the Queen's Award for Voluntary Service, the QAVS logo always appeared first, everywhere, including on our own website.

<https://gcs.civilservice.gov.uk/guidance/branding-guidelines/>

**INVESTORS
IN PEOPLE**

The QAVS brand guide states that if we want to use their logo on our branding, paperwork etc, then we have to adhere to their rules of usage.



So if you wish to use it on your department's posters etc, you need to make sure that it is at the top left, even above our own logo. In cases like these, it's a good thing, as it is a mark of prestige and recognised quality guarantee.

The QAVS brand Guide also has a very clear description of how much space you must leave between its logo and anything else on the same page. If in doubt, always leave a few millimetres between logos used.

<https://mwscouts.org/wp-content/uploads/2012/07/The-Queens-Award-for-Voluntary-Service-Logo-Guidelines.pdf>



When you have to put several logos in a row or a column and they are all different dimensions, try and centralise them along their longest axis, portrait or landscape.



As above, there are several different shapes, their order is dictated by the size of organisation.

The Community Fund is owned by the National Lottery, they fund thousands of good causes and projects involving millions or pounds every year, so their logo comes first.

The European Union in this case “match fund” but are not the main source of funds, so they come second.

Herts County Council support but don’t necessarily assist in funding all of the activities, plus the fact that they are local and not national or international, makes them third in this particular pecking order, then of course, our logo appears at the end, as we are local and the one being funded.

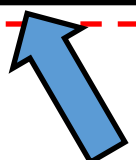
Always be mindful of the spacing as well, when using someone else's logo. Sometimes, as with some of the European Projects, Creative Learnings courses, or even Radio Dacorum doing an outside broadcast, we can put our project logo first as we would be classed as the “lead” on these projects or events. If in doubt ask, and check the website of the partner to see if they have a brand guide or usage policy.

OTHER DESIGN ELEMENTS

This border has been created for use on promotional material and will be made available should you wish to use it. It's a great way to divide subjects on a poster or add a bit of visual fun to an otherwise dry document, like a branding guide, for example.



Add a line if you need to, you can use this like a spirit level, to make sure all the logos are on the same line, even if they are not the same size or shape.





Fonts and general appearance

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 . , ! ? - _ : ;

Our main font is **Century Gothic** as it has a very clean, crisp appearance and is easy to read on posters.

This is the font on all of the branding and has been the font used on the CAD logos

Community*Action***Dacorum**
We Support, empower, develop

Calibri

Designer: Luc(as) De Groot

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#\$%^&*(){}[]'""?

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

For pages of text, using Microsoft Word or emails using Outlook etc, try Calibri, it is usually picked by default on most programmes, but double check.



Posting on Social Media

Always use an image or video, make sure it is suitable or made specially for the post.



Always use a header i.e. what the post is about, maybe the same headline as the accompanying graphic.

Always have a brief line about the content, keep it short, you have to on Twitter, use & or + instead of "and", ignore the rules of punctuation if you can.

ALWAYS, Always, always, include a link to the website, Facebook page, event or whatever it is that you are posting about, so the person seeing your post can read more if they want to, or book a place on your event.

REMEMBER! SOCIAL MEDIA IS ALL ABOUT ENGAGEMENT, SO GIVE THEM SOMETHING TO ENGAGE WITH!

Tips for Poster Design

Make it Easy to Read from a Distance - **Headline** - Details - Fine Print
Increase the contrast between elements within the poster
Consider Size and Location - is it for printing or just online use? social media
Use One Big Visual
Use Plenty of Space
Include a Call to Action - as simple as a URL/link
Create Focus with Typography
Have Fun

PHOTOGRAPHY

When running or attending CAD events, or events where we are present or represented by one of our projects, we will of course want pictures to use promotionally, on social media etc. If you are taking photos with this potential in mind, you need to ask the people who will be appearing in your pictures. As an organisation, we need to increase our use of images to tell a story of who we are and what we do, the services we deliver. To this end we need to all try and take pictures at any CAD gathering, even if we end up with the same scene from ten different angles. The sorts of pictures we would really like, are action shots, pictures of people doing things. We don't always need to see their faces, close ups of hand making things, groups of people from behind looking at a presentation screen, course participants (with their permission) volunteers engaged in activities.



On most modern "Smart Phones" if you tap the screen on an object in the foreground or in the background, the focus will sharpen on that area, creating a greater sense of depth to your photographs. Just like the professionals :-)

Day to Day usage for Community **Action** Dacorum

E-Mail footers

Here are a couple of examples of things you should include, there are items that should ALWAYS BE INCLUDED, as the example shows here.

CAD LOGO Name, job title, company name, full postal address including Post Code, land line reception number and direct dial. Charity and company number, web address, tag line and finally the link to our privacy policy.



Simon Aulton
Chief Executive Officer

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01442 253935 (Switch Board) 01442 617664 (Direct)

Charity No: 288080 Company No:01745852
www.communityactiondacorum.org.uk
We Support, Empower, Develop

Please note our Privacy Policy can be accessed through our website via this link: <http://bit.ly/CADPPP1>

If you have all of these then that is great, you can also add the link to your own projects website if you wish, or social media platform with a Facebook or Twitter logo.

Our brand should be used in all communications. Some examples of the use of the brand are shown here but this list is not exhaustive. Staff and volunteers are empowered to work within these guidelines.

COMPLIMENTS SLIP

These will be kept on reception and on the server at 48 High Street as well as on "OneDrive"

48 High Street, Hemel Hempstead, Herts, HP1 3AF Telephone: 01442 253935
Registered Charity No: 288080 Company Ltd by Guarantee 01745852
www.communityactiondacorum.org.uk
...with compliments





Did you know that you can access CADs Privacy Policy via the home page of our website? Here is the link for you to add to you email footer <http://bit.ly/gdprcad>

Business Cards



Certificate Template



Project letterhead template



Community Action Dacorum
(Working name of Dacorum CVS)
48 High Street, Hemel Hempstead, Herts, HP1 3AF
Tel: 01442 617664
Website: www.communityactiondacorum.org.uk
Email: @communityactiondacorum.org.uk



Supporting and developing your community
Registered Charity No 288080. Company Limited by Guarantee.
Registered in England No 01745852

INVESTORS
IN PEOPLE